

COMMONWEALTH OF VIRGINIA  
DEPARTMENT OF ALCOHOLIC BEVERAGE CONTROL  
VIRGINIA ALCOHOLIC BEVERAGE CONTROL COMMISSION  
RICHMOND

**CIRCULAR LETTER  
90-2**

March 1, 1990

**TO: ALL MANUFACTURES, BOTTLERS, WHOLESALERS AND RETAILERS.**

**SUBJECT: VIRGINIA ADOPT-A-HIGHWAY PROGRAM  
SECTION 3 OF VR125-01-2 – ADVERTISING; EXTERIOR; SIGNS; TRUCKS;  
UNIFORMS.**

**PURPOSE:** The purpose of this Circular Letter is to advise those concerned of a recent interpretation by the Board concerning participation by manufacturers, bottlers, wholesalers and retailers in the Virginia Department of Transportation's (VDOT) Adopt-a-Highway program.

**BACKGROUND:** The Adopt-a-Highway program has been developed by the VDOT in cooperation with the Virginia Division of Litter Control and Recycling and Keep Virginia Beautiful, Inc. to help overcome the litter problem along the Commonwealth's highways.

**HELD:** The Board is of the opinion that even though Section 3 of VR125-0-2 would technically prohibit manufacturers, bottlers, wholesalers and retailers from joining in this program, it is in the Commonwealth's best interest to waive the regulation for this specific program in order to permit licensees to participate. The Board supports the state's effort to control litter on the highways and the release of VDOT employees and funds to better concentrate on improving Virginia's highways. Furthermore, the Board realizes that VDOT has certain conditions regarding the signs, and will bear the cost of producing, installing, and maintaining these signs. The Board also noted the condition that the business name will appear on the sign in block letters, but business logos will be prohibited.

**INQUIRIES:** Inquiries concerning this Circular Letter should be addressed to Robert N. Swinson, Secretary's Office, P. O. Box 27491, Richmond, Virginia 23261, (804) 367-0616.

ALCOHOLIC BEVERAGE CONTROL BOARD  
  
Robert N. Swinson  
Secretary